

AUDIENCE DIRECT: VERTICAL ALIGNMENT

KIDS

Maximize your media impact by connecting directly with families and younger audiences through targeted audience curation across premium omnichannel inventory.

Leverage Cadent’s curated kids Audience Direct package finding the highest concentration of audiences across 125M+ households with proprietary viewership insights to drive optimal business outcomes.

Ensure your ad spend reaches the most valuable segments by securing delivery to families and kids across premium publishers seamlessly integrated with Aperture Platform. Powered by the Aperture Viewer Graph, this Audience Direct package ensures efficient campaign scaling, precise targeting, and impactful delivery across relevant content.

AUDIENCE DATA

Behavioral Data	Purchase Data	Demo/Geographic Data	Example Partners
<ul style="list-style-type: none"> Propensity of someone in a household likely to purchase children’s clothing Parents of Grade School Kids: Ages 6-10 Amitious married couples with children 	<ul style="list-style-type: none"> Toy merchandise purchasers Infant, toddler, supported sitter, crawler, and walker product sales Children’s food and beverage sales 	<ul style="list-style-type: none"> Households with A25+, or children Target audiences in DMAs or states with the greatest propensity to be in market for your campaign Retailer location 	

CONTENT CATEGORIES	Kid’s Snacks	Parenting K-6 Kids	Family Travel	Parenting Teens
	Education	Animals	Vintage Cartoons	Exploration
	Music	Art	Children’s Toys	Holidays & Seasons

FLEXIBLE ACTIVATION

Linear TV	CTV	Display	OLV	Direct IO	Programmatic	Private Marketplace
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BENEFITS OF AUDIENCE DIRECT

- Optimized Costs:** Reduce planning-to-activation steps to boost SPO and optimize spend with bundled data and inventory
- Proprietary Tech:** Leverage Aperture Viewer Graph to target high-intent audiences and real-time viewing for supply curation
- Quality:** Reach verified audiences and filter fraud with Aperture Viewer Graph across omnichannel supply
- Enhanced Reach:** Layer additional custom data onto your kids package to extend reach and deduplicated delivery
- Control:** Target audiences and environments without compromising scale with a single campaign package or deal ID

[Click here](#) to view a complete library of our Audience Direct Packages.